

EXHIBIT 14

From: Ruger Firearms [ruger@ruger.com]
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Subject: Ruger Retailer Roundup - February 26, 2024

RUGER RETAILER ROUNDUP

FEBRUARY 26, 2024




SFAR™ In 6.5 Creedmoor

We are excited to introduce new models of the award-winning Small-Frame Autoloading Rifle chambered in 6.5 Creedmoor. Like the .308 Winchester models, the SFAR™ chambered in 6.5 Creedmoor features a tuned, 4-position regulated gas block, nitride-coated, cold hammer-forged barrel, and 15" Magpul M-LOK handguard. This model is also equipped with a 20" barrel and rifle-length gas system, keeping the SFAR smaller and lighter than comparable rifles, while achieving the ballistic performance, low recoil, and accuracy for which the 6.5 Creedmoor cartridge is known.

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RUGER RETAILER ROUNDUP



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